

WEEKLY REPORT TO THE TOWN COUNCIL

Week ending March 15, 2012

COMMUNITY SERVICES DEPARTMENT

Community Center

The Arizona Sunshine Regional (Watch & Clock Collectors) held their yearly convention last weekend, March 10-11. There were approximately 500 people attending this year. The event will be returning next year.

The Friends in the Hills Welcome Club held their monthly luncheon on Wednesday, March 14. There were 144 women in attendance.

The Fountain Hills Community Food Pack 2012, organized by The New Journey Lutheran Church, was also held on Wednesday, March 14. There were 80 volunteer food-packers on hand to create over 200 packages for third world locations.

The Fountain Hills Art League will be holding their reception this Friday, March 16. This caps off the March display of the League's art that has been hanging at our Center.

The Republican Club will be holding their monthly breakfast this coming Saturday, March 17.

Senior Services

On Monday, March 12, Senior Services hosted a Dining for Wellness cooking demonstration class. Fountain View Village Chef Matt Hastings focused this presentation on improving your liver function. All 25 attendees were very pleased with the program.

On Wednesday, March 14, we hosted the Heard Museum "Phoenix Indian School" presentation by Jerry Bryan, Museum Guild Volunteer. The presentation showed the history of the Phoenix Indian School from 1892-1990. There were 100 attendees.

On Thursday, March 15, Senior Services hosted the "How to Protect Yourself Against Fraud" presentation by Allison Hubley, with 22 attendees.

Parks

Parks Division staff have been performing a lot of field prep for the scheduled spring sports activities at each park facility. The ball fields have been edged, leveled, turf fertilized, and mounds installed where needed. The fields are getting used extensively by Senior Softball, Little League, FHUSD baseball and girls' softball games and practices.

The Sanitary District will be repairing ASR well #4 located on the northeast corner of the park near Palisades and Saguaro. The repair work will start on Monday, March 19, and is scheduled to be finished by Friday, March 23.

Fountain pump #3 will be re-installed in the pump house on Tuesday morning, March 20. This will complete the rebuilding of all three pumps and motors that operate the Town's world famous fountain.



Recreation

The volunteer art docents, along with members of the Fountain Hills Cultural and Civic Association's Public Art Committee, visited the Bollinger Atelier foundry in Tempe on Thursday, March 15. The tour was coordinated in an ongoing effort to further the docents' knowledge of the Town's public art collection and the processes used to create many of the sculptures.

The **St. Patrick's Day Celebration** will be held this Saturday, March 17, at the Fountain Park, from 10:00 a.m. to 6:00 p.m. Residents and visitors are invited to come enjoy Irish music, corned beef and cabbage, a beer garden, kids' activities, and more! In a tradition that dates back to the early 1980's, watch as the **World Famous Fountain turns emerald green at noon** to celebrate St. Patrick's Day! The event is being presented by the Town of Fountain Hills in cooperation with the Sons of AMVETS Squadron #7 and the Fountain Hills VFW Post 7507.

The **Concerts in the Park** series continues this weekend with Mosaico Flamenco, a seamlessly fused performance of music and dance.

Upcoming special events include the Thunderbird Artists' **Fountain Hills Fine Art and Wine Affaire** scheduled for Friday through Sunday, March 23-25, on the Avenue of the Fountains, and the American Legion Riders/Sons of American Legion **Charity Motorcycle Show** on Saturday, March 24 at the Fountain Hills American Legion Post #58.

DEVELOPMENT SERVICES DEPARTMENT

Planning

The Planning and Zoning Commission approved a Concept Plan for a commercial addition on Saguaro Blvd. at their regular meeting on March 8. The addition will create more storage room for the Water & Ice store and also resurface the front parking lot.

The sign ordinance review committee has scheduled the first of their public forums for March 27 and a second public forum on April 11th. The committee will present the sign ordinance to the public at these forums and ask for input and recommendations.

Staff has been informed that a new church (The Universal Life Church) is moving into an address on Enterprise Drive. The new church will be occupying the same building, but different suites, that the North Chapel Church recently vacated. Staff is investigating the legitimacy of this action as it directly affects a number of potential applicants for Medical Marijuana Dispensary locations in that area. Those potential applicants have expressed their strong objections, as well as their belief that the church is not legitimate.

Code Enforcement

Code Enforcement has opened 30 cases so far in the month of March.

The property that was the subject of several weed complaints has been cleaned up as of Monday afternoon. The property owner will be paying for the landscaping services.

Several complaints have recently been made to Code Enforcement staff regarding temporary utility lines that are left above ground. Those complaints were referred to the Engineering Inspector, as they work with the utilities on a regular basis.

Two complaints were recently received regarding a pile of landscape rock dumped on a local street, which was said to be a traffic hazard. The property owner was contacted and told staff that they were in a dispute

with the landscape company because it was the wrong color. Regardless, the property owner was asked to get an encroachment permit and put up lighted barricades for safety reasons until the landscape company can get it worked out. The property owner complied with staff requests.

Building Safety

Permits Issued

Alteration	2
Gas	3
Solar	1
Fence	1
Total	7

Applications Received

Alteration	1
Gas	1
Solar	3
Pool	1
Fence	1
Total	7

GIS/CAD

The GIS/CAD Division responded to a number of requests from the public and other Town departments. Projects included eight aerial site plans; preparing graphic poster and banner design prints for various Town department projects, events and meetings; and preparing name meeting plates for staff. The Town participated with Maricopa County in acquiring aerial photography for Fountain Hills, flown in October/November 2011 and received high resolution 0.32 feet pixel images in full color. Staff resolved two address correction and street name problems, assisting the Maricopa County Assessor. Staff also did final stage updating of the Fountain Hills Sanitary Sewer Underground Utility Atlas maps in CAD, incorporating the last two years of as-built drawings and comments collected by Sanitary District staff. Staff is performing final edits to the 2011 edition of the Land Use Analysis and Statistical Report. Staff also prepared an “All Way Stop” signing & striping design plan for the intersection of Parkview & Verde River. Additionally, staff continues to insert the ongoing accident report log into Intersection Magic.

Engineering

On March 13, the Town issued a “Construction Conditions Letter” to Fountain Hills Investment Co. LLC (the Ellman Co.’s actual ownership entity for the property) for landscape salvage and mass grading at their initial infrastructure areas. Plans have been approved for the following initial infrastructure construction:

- Landscape Salvage – for the following roadway and Park areas.
- Richwood Ave. (Phase 1 - adjacent to the proposed Park) and Ivory Drive – for mass grading.
- New Park (both east and west of the proposed Fountain Hills Blvd.) – for mass grading.
- Fountain Hills Blvd. extension (which, upon its completion, will eliminate the need for McDowell Mtn. Road through the property) – for mass grading.

This Construction Conditions Letter lists six conditions to receive an Encroachment Permit and/or to actually construct this work. Those conditions are for a vegetation salvage “nursery” area plan, effluent line plans and authorization for landscape salvage work in the segments of Ashbrook and Caliente Wash, iron staking and roping the construction perimeter requirement, detour plans for McDowell Mtn. Road at the connection locations, authorization from the School District for work actually on the Middle School property, and authorization for Town inspection access.

ADMINISTRATION DEPARTMENT

Economic Development

Business Incubator (JumpStartBiz): The incubator currently has three signed clients and is actively working with all three. The incubator also held their first monthly workshop called “Social Media Marketing & What It Means to Your Business.” The workshop was free to Fountain Hills area businesses. Six businesses attended. The next free workshop, “Funding Business Growth, What are My Options?,” is scheduled next week. An article on the Fountain Hills incubator appeared in the February 2012 edition of *In Business Magazine*. The next meeting for incubator sponsors is anticipated in April.

Volunteer: A new volunteer, N’Marie Crumbie, is assisting in the economic development division. Her primary focus is on developing a content driven website. The goal is to create a fresh, information driven website with messaging geared toward specific target business audiences.

Strategic Planning Advisory Commission (SPAC) / New Venture Group: Economic development staff, working in conjunction with SPAC, is providing information and feedback for a research project. The New Venture Group is providing an analysis of the opportunities in the healthcare/medical/bio-medical business sector. Staff has reviewed the first progress report and provided detailed feedback on the first phase of the research report.

Retail Market Analysis: A consultant has been engaged to update the 2009 Retail Market Analysis. In addition, the analysis will determine the demand and supply of retail by type and square footage, as well as provide location information in a GIS format which can easily be transferred to the Town’s GIS/CAD system. The analysis will provide new, relevant, and up-to-date information on the Fountain Hills market and will be used in outreach to the retail sector.

Business Attraction –

Office User (Project Prospector): Staff has prepared and submitted a prospect package for a large user of office space. The company serves national markets and is looking at expanding and / or relocating their facility.

ICSC ReCon Trade Show – Staff is preparing to attend the International Council of Shopping Center’s (ICSC’s) ReCon Trade Show in May. The new website messaging will include a landing page geared toward the retail sector and is one of the preparation items underway. In addition, the retail market analysis is underway. The new information will be used at the trade show.

Finance

Local sales tax collections for the seven months ending February 29, 2012 are shown below; overall actual collections are in line with projections (1.2% higher). Retail sales tax continues to lag by about 7% with two more months of activity from winter visitors; construction sales tax is higher than what was budgeted due to the pessimistic outlook last year. Restaurant/bar sales continue to improve and are the highest since 2005.

July - February Local Sales Tax Revenues					
	Jul - Feb FY2010-11	Jul- Feb FY2011-12	July -Feb Budget	Incr/Decr over Prior Year	% of Budget
Construction	\$382,888	\$414,017	\$116,103	8.1%	356.6%
Transportation/Utilities	\$1,005,950	\$1,012,333	\$984,915	0.6%	102.8%
Wholesale/Retail	\$2,294,635	\$2,298,739	\$2,471,123	0.2%	93.0%
Restaurant/Bars	\$343,596	\$348,657	\$353,904	1.5%	98.5%
Real Estate	\$444,457	\$433,461	\$457,791	-2.5%	94.7%
Services	\$167,556	\$170,241	\$172,583	1.6%	98.6%
Misc.	\$402,604	\$405,932	\$468,000	0.8%	86.7%
Grand Total All Categories	\$5,041,686	\$5,083,380	\$5,024,419	0.8%	101.2%

FY12-13 Budget Process – The first draft of the FY12-13 budget document is on the Town’s website, as well as a link for citizens to provide comment or ask questions. Further discussion will be held during the March budget special session meeting on Tuesday, March 20, in Council Chambers at Town Hall. The public is encouraged to attend the meetings or provide feedback through the Town website.

Licensing— A total of 16 new business licenses were issued.

In Town:

B2 Services – 15802 East Cholla Dr
Mark Can Fixit – 14213 North Brunswick Dr A
Wiredup Installation LLC – 16872 E Avenue of the Fountains #204

Out of Town:

Istvan Hajnal – Sun City, AZ
Real Core Realty LLC DBA National Rental Pros LLC – Avondale, AZ
Ramon Guerra Landscaping – Mesa, AZ
Ferric Creations LLC – Las Vegas, NV
Technical Systems Inc – Gilbert, AZ
Empire Fence LLC – Mesa, AZ
Interior Spaces by Viven – Chandler, AZ
Scott Smith DBA Sharp Vision – Phoenix, AZ
Steel Art by Wes – Prescott Valley, AZ
Summerwind Solar LLC – Phoenix, AZ
Body Wrapture/Elizabeth Aloviss – Scottsdale, AZ
Caribbean Pools and Spas Inc DBA Caribbean Pools Inc – Gilbert, AZ
P.S. Tool, Inc DBA Trishs Wishes – Crosslake, MN

Information Technology

The Town issued an RFP for a new phone system in February; five proposals were received for the Internet-Protocol (IP)-Based Communications Solution (phone system). The review process will narrow down the proposals to the top three, who will then be invited to demonstrate their system. The current phone system is aging and replacement parts are difficult to find. Through the implementation of a new phone system, the Town will be able to leverage existing infrastructure to reduce communications costs while increasing service to the end-user and citizens.